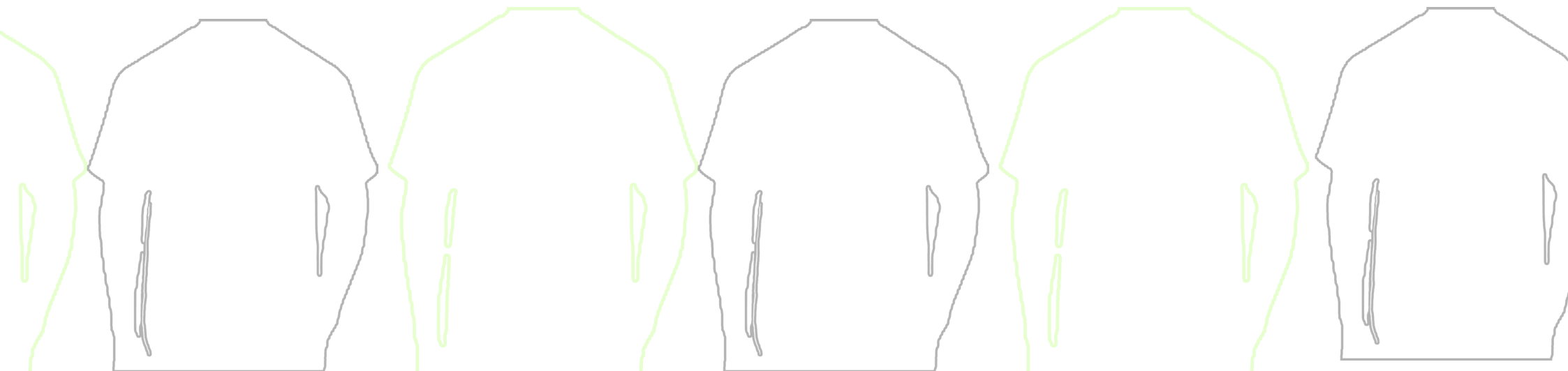


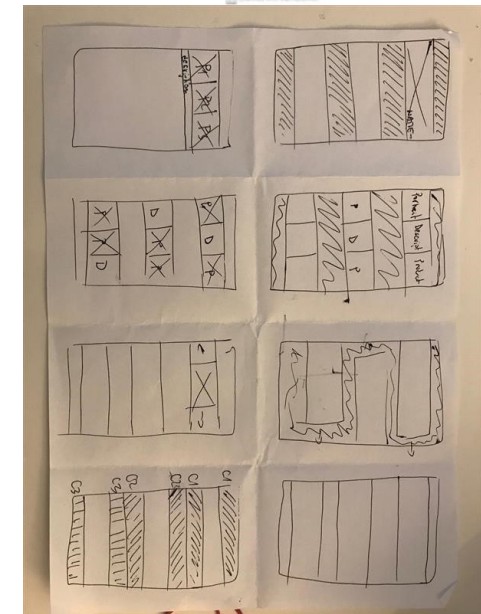
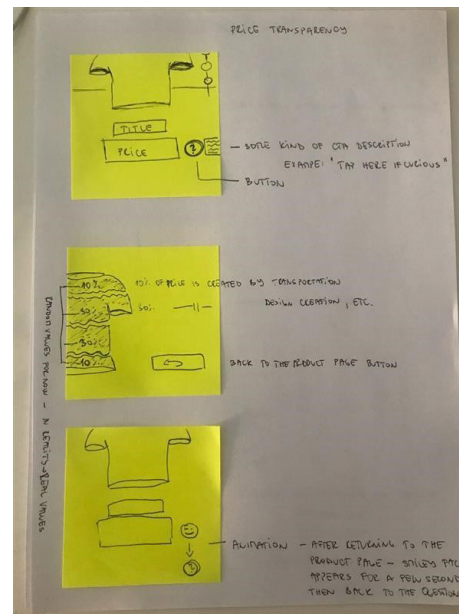
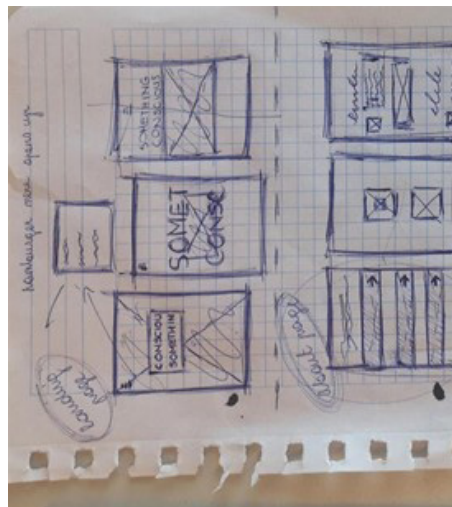
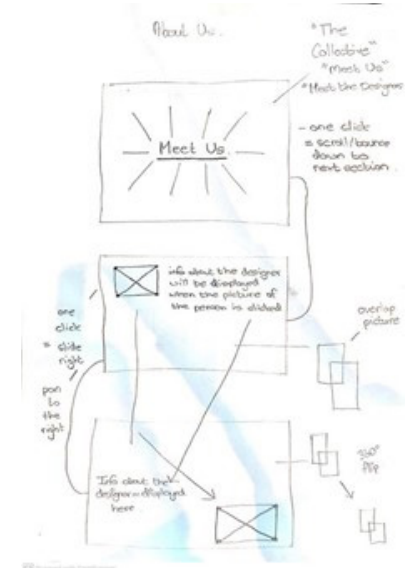
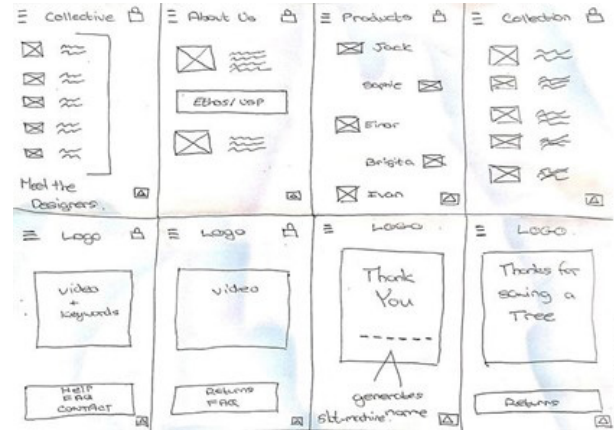
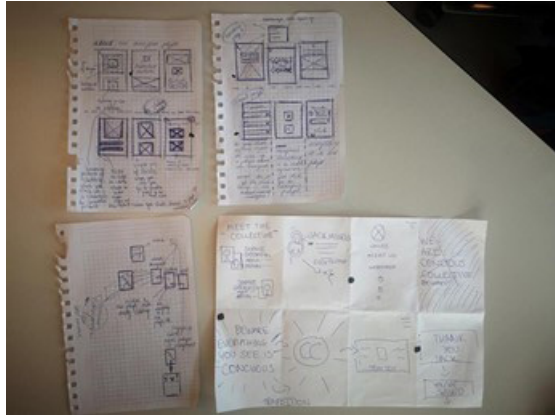
Web Shop Prototype

Danish Pirates Group #1

Link to Live XD: <https://xd.adobe.com/view/06799ed9-e431-4170-9761-013b54957e8b-532a/>

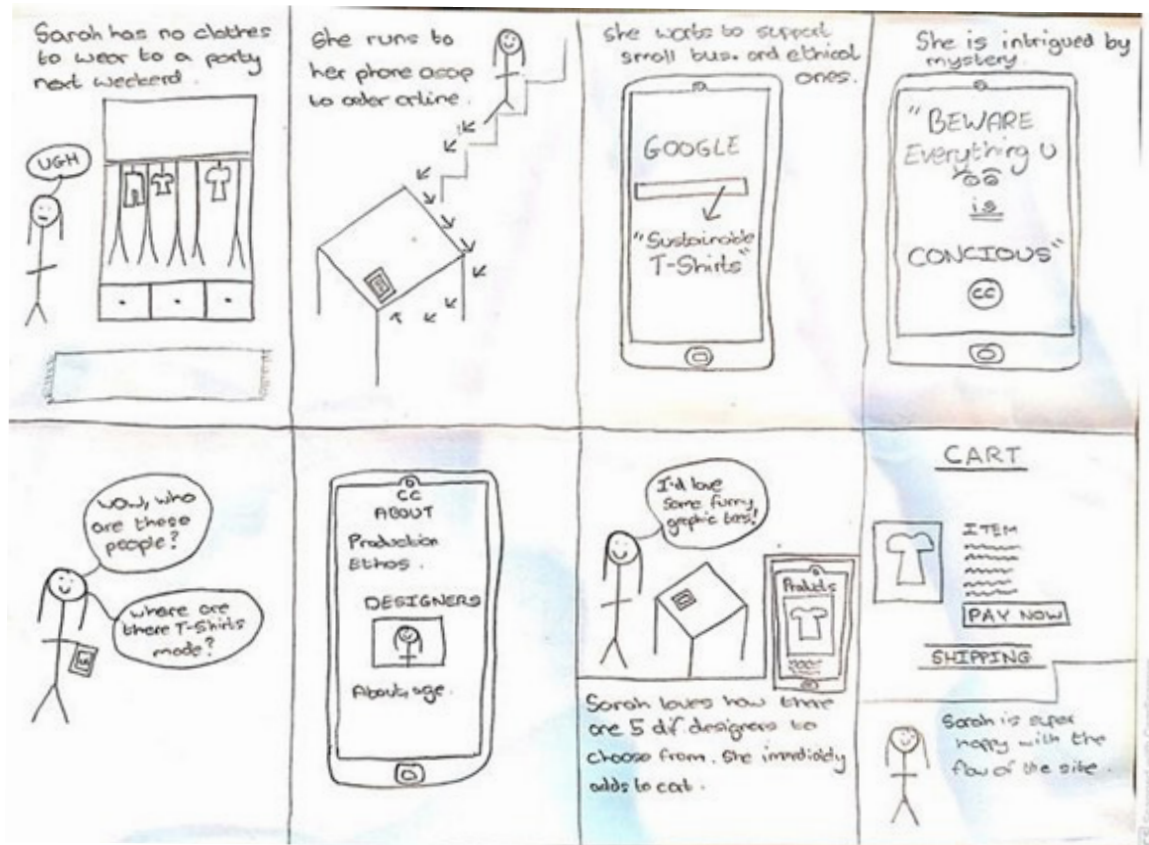


Sketches:



Paper Prototype:

UX Storyboard:



Think Aloud Test:

Product page test

Task: navigate to the product page
Goal: observing customer's ability to navigate to the desired point of the e-shop
Task steps:
<ul style="list-style-type: none">- Open the prototype- click on menu icon- pick the "shop" category- choose one of the t-shirts- read the title of product.
Timeframe: minimum 5 clicks
Task text: You were given a task to complete think aloud test with a focus on customer's ability to navigate at the e-shop. Find product page.
Notes: Following the task steps is recommended, however, feel free to not follow them and do it your way.
Summary: Test person was able to navigate between pages nicely. She understood the connections and relations between each page. There was problem with prototype so the test was not finished completely.
User profile: Woman, 19 years old, student
Problems: Linking between collection and product page didn't work.
Improvements will be included later in the process, after gathering more test results.

Speed test

Task: Complete whole shopping journey in the least time possible.
Goal: observing customer's ability to navigate quickly on the page
Task steps:
- there are no specific task steps - only pretend to purchase a t-shirt
Timeframe: maximum 60 seconds
Task text: You were given a task to complete think aloud test with a focus on customer's ability to navigate at the e-shop. You have 60 seconds to complete whole shopping journey ending on "thank you" page.
Notes: Following the task steps is required.
Summary: A test person was not able to complete the whole shopping journey under 60 seconds. It was caused due to technical problems with the prototype (lagging). However, she navigated very quickly and after doing previous tests she knew what to do.
User profile: Woman, 19 years old, student
Problems: Only technical.
Improvements will be included later in the process, after gathering more test results.

Checkout test

Task: complete checkout process
Goal: observing customer's ability to go trough checkout process
Task steps:
- Navigate to the product page
- Add a product to the cart
- Navigate to the cart
- Click on checkout
- Describe how would you fill in required information
- Click on "confirm order"
- Click on "order"
Timeframe: minimum 7 clicks
Task text: You were given a task to complete think aloud test with a focus on customer's ability to complete checkout process. Please think aloud while you complete checkout process.
Notes: Following the task steps is recommended, however, feel free to not follow them and do it your way.
Summary: A test person did not fully understand the difference between "add to cart" and "buy now" buttons. She decided to go with the "add to cart" button. She understood that the product is now in the cart, so she clicked the cart button. After "filling-out" the required information she confirmed an order. She awaited that on the summary page, there would be also recap of customers information. She was confused about edit function on "thank-you" page.
User profile: Woman, 19 years old, student
Problems: Harder to differ between "add to cart" and "buy now". Missing customer's information on the confirmation page.
Improvements will be included later in the process, after gathering more test results.